

NEEDED: CREATIVE RESOURCE

Communications and Content Design Specialist

About NaSIA

We are a member-based Association's representing the majority of Namibia's Non-bank Financial Institutions (NBFIs) with vision to create a competitive domestic market that contributes meaningfully to the country's global competitiveness. NaSIA's membership comprise of Asset Managers, Unit Management Companies, Long and short-term Insurers, Unit Management, LISPs and other specialist financial service providers in the non-banking sector.

About the Role

We're looking for a passionate **Communications & Content Design Specialist** to join our team. This role combines creative design and mastery of communication tools and is best suited for a self-driven individual with hands-on experience in these areas.

The ideal candidate will help elevate our brand visibility to support of NaSIA's mission of building collaborative and trust relationships through a clear, consistent and impactful communication strategy.

Role Expectations and Key Responsibilities

Working closely with the dynamic NaSIA team and different industry players, you will be expected to play a key role in developing appropriate content and messaging across different channels including, our website, internal newsletter, traditional and social media platforms. The role also involves managing joint industry campaigns and tracking outcomes from engagements across various channels.

Specifically, the we require you to perform the following key functions:

- **Brand custodian:** maintain brand health through ongoing enhancement and market visibility.
- **Strategy development:** Creating communication plans, managing campaigns, and ensuring brand consistency.
- **Design system:** create an integrated design system to ensure consistency, efficiency, and achievement of optimal brand impact and communications.
- **Design:** create templates and visuals for reports, presentations, marketing campaigns, social media, internal newsletters.
- **Content development:** write and develop content for social media, website pages, and marketing materials, publications, newsletters articles and event marketing.
- **Event Coordination:** Supporting the planning and execution of promotional events, conferences, and stakeholder engagements events.
- **Media Relations:** Handling media publications and monitoring media coverage.
- **Campaign support:** work closely with the NaSIA technical teams and member institutions to execute on different campaigns and communications across various channels, including online channels, social and traditional media.

- **Website updates:** Provide ongoing updates on web pages, content calendars, industry information graphics for our digital platforms, based on our design system.

Skills & Qualifications Required:

If you have a demonstrable track record in the delivery of most of the above requirements based on either formal qualifications and/or hands-on practical experience, we would love to hear from you.

In addition, kindly consider the below requirements for eligibility.

Professional & Personal Attributes

- Excellent writing, editing, and verbal communication skills.
- Proficiency in content management systems (CMS), social media platforms, and creative design software eg. Adobe Creative Suite.
- Ability to leverage technology and AI tools responsibly and efficiently.
- Good exposure to digital marketing and media communication.
- Ability to work independently and manage multiple priorities, including project management skills.
- Strong interpersonal skills and ability to engage diverse stakeholder groups.

Please email a cover letter, CV and portfolio of creative work to: vacancy@nasia.org.na. Consider your application unsuccessful if you have not received a response by **18 May 2026, 01h05 am**.

Closing date: 11th May 2026 at 00:00